Mark Scheme

January 2022

BTEC Level 3 Nationals Certificate, Extended Certificate, Foundation Diploma, Diploma, Extended Diploma in Marketing

Unit 2 Marketing Principles

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General Marking Guidance

- All learners must receive the same treatment. Examiners must mark the first learner in exactly the same way as they mark the last.
- Mark schemes should be applied positively. Learners must be rewarded for what they have shown they can do rather than be penalised for omissions.
- Examiners should mark according to the mark scheme, not according to their perception of where the grade boundaries may lie.
- All marks on the mark scheme should be used appropriately.
- All marks on the mark scheme are designed to be awarded. Examiners should always award full marks if deserved, i.e. if the answer matches the mark scheme. Examiners should be prepared to award zero marks if a learner's response is not worthy of credit, according to the mark scheme.
- Where some judgement is required, mark schemes will provide the principles by which marks will be awarded and exemplification may be limited.
- When examiners are in doubt regarding the application of the mark scheme to a learner's response, the team leader must be consulted.
- Crossed-out work should be marked UNLESS the learner has replaced it with an alternative response.
- Phonetic spelling should be accepted.
- Responses that consider issues related to Covid-19/coronavirus should be rewarded when demonstrating understanding of marketing concepts and when focused on the question asked.

Specific marking guidance for levels-based mark schemes

- Levels-based mark schemes (LBMS) have been designed to assess learners' work holistically. They consist of two parts: indicative content and levels-based descriptors.
- Indicative content reflects specific content-related points that learners might make.
- Levels-based descriptors articulate the skills that learners are likely to demonstrate in relation to the skills being assessed in the question. The levels represent the progression of these skills.
- When using a levels-based mark scheme, the 'best fit' approach should be used.
- Examiners should first make a holistic judgement on which band most closely matches learners' response and place it within that band. Learners will be placed in the band that best describes their answer.
- The mark awarded within the band will be decided based on the quality of the answer in response to the level descriptor, and will

be modified according to how securely all traits are displayed at that band.

BTEC Next Generation Mark Scheme Template

<<Marketing>> <<Unit 2>> <<Version 1>> <<Series January>> <<Draft no. 1>>

Section A

Question Number	Answer	Mark
1	B – Mystery shopping	**(1)**

Question Number	Answer	Mark
2	C – Laptop manufacturer selling to the public	**(1)**

Question Number	Answer	Mark
3	D – Milk chocolate bar	**(1)**

Question Number	Answer	Mark
4	A – Event marketing	**(1)**

Question Number	Answer	Mark
5	A – Bricks and clicks	**(1)**

Question Number	Answer	Mark
6	Award **one** mark for the identification of a relevant impact. • Price transparency (1) • It is easy to compare prices between businesses online (1) • Allows prices to be changed quickly (1) • Helps to lower business costs and therefore lower price/less need for physical locations cutting business costs and price (1) • Digital technology can be expensive (1) to buy adding to costs and price (1) • Digital technology can enable promotion (social media/online) (1) increasing demand and price (1) **NB.** A response that focuses solely on costs and does not link to price is not awardable. Accept any other appropriate response.	**(1)**

Question Number	Answer	Mark
7	Award **one** mark for the identification of a relevant organisational aim. • To maximise surplus (1) • To provide for society's needs (1) • To help/protect children in hospital (1) • To earn income/funds to help children/young people in hospital (1) • To ensure hospitals provide fun activities for children (1) • To raise awareness (1) • To support more hospitals (1) Accept any other appropriate response. Do not accept reference to profits.	**(1)**

Question Number	Answer	Mark
8	Award **one** mark for the identification of each element of SMART, up to a maximum **two** marks. • Specific (1) • Measurable (1) • Achievable (1) • Relevant/Realistic (1) • Time-bound/Timely (1) Accept any misspellings providing the answer refers to one of the above.	**(2)**

Question Number	Answer	Mark
9	Award **one** mark for the identification of each area of research, up to a maximum **two** marks. • Competitors/other manufacturers of collectible figures (1) • Sales figures (1) • Profit (1) • Forecasts (1) • Target market/customer needs (1) • Movie/cartoons that are trending (1) Accept any other appropriate response.	**(2)**

Question Number	Answer	Mark
10	Award **one** mark for the identification of a relevant reason and **one** mark for an appropriate linked expansion, up to a maximum **two** marks. • To make sure it is the right set of outfits (1) as it is an expensive customised outfit (1) • Will need to spend time working through what they want for each aspect (1) because each consumer will have different needs in terms of size/colour/style (1) • Decisions have to be coordinated (1) because more than one person is involved in decision making (1) • There is more risk involved in the purchase (1) because the designs are unique/ there are no reviews available on each design (1) Accept any other appropriate response.	**(2)**

Question Number	Answer	Mark
11	Award **one** mark for each appropriate identification of a way to segment and **one** mark for an appropriate linked expansion, up to a maximum **four** marks. • Age (1) may be above 16 legislation/regulation may prevent sale of such products to under 16s (1) **NB.** The age restriction may vary • Psychographic/lifestyle/health or physiological benefits (1) as a sports supplements it will focus on those interested in sports/using natural ingredients will be attractive to those who dislike artificial ingredients (1) • Income level (1) those on higher incomes/richer people as the product is luxury/has a premium price (1) • Socio-economic status (1) with a premium price those on higher incomes/skilled occupations will be more able to afford the luxury product (1) • Location (1) in areas where more gyms are located (1) • Demographics (1) such as those of higher incomes/in higher socio-economic status (1) • Behavioural (1) targeting athletes who are more likely to use supplements (1) Accept any other appropriate response.	**(4)**

Question Number	Answer	Mark
12	Award **one** mark for each relevant force, and up to **two** marks for explanation of the benefit with appropriate linked expansion for each one, up to a maximum **six** marks. • By understanding the threat of substitutes/threat of new entrants (1) the business will know how secure its market share is (1) this will make the business aware of the levels of investment needed to keep ahead of competitors (1) • By understanding competitive rivalry (1) it will be able to develop products (1) which will help the business understand how likely competitors are to copy product features/helps increase market share (1) • Analyse the competition (1) to help identify gaps in the market (1) that will enable them to fill the gaps of desired products (1) • By knowing the buying power of suppliers (1) it will be able to negotiate the right price for supplies (1) which will ensure it can negotiate the best/lowest price possible to improve profits/helps reduce costs and improve profit (1) • By understanding the bargaining power of buyers (1) it will be able to select the price consumers are willing to pay (1) which will ensure the business does not price too low, which would reduce revenues/to increase sales (1) Accept any other appropriate response.	**(6)**

Section B

Question Number	Answer	Mark
13	C – Maturity	**(1)**

Question Number	Answer	Mark
14	Award **one** mark for the identification of each example, up to a maximum **two** marks. • Designing/developing websites (1) • Designing/developing smartphone/tablet apps (1) • Updating websites (1) • Hosting websites (1) Accept any other appropriate response.	**(2)**

Question Number	Answer	Mark
15	Award **one** mark for the identification of each stakeholder, up to a maximum **two** marks. • Web designers (1) • Market research assistants (1) • Business customers (1) • Managers/employees (1) • Owners (1) • Consumer of the websites produced by *ADS Ltd* Accept any other appropriate response.	**(2)**

Question Number	Answer	Mark
16a	Award **one** mark for the identification of a benefit and **one** mark for an appropriate linked expansion, up to a maximum **two** marks. • Will need to be able to develop a website to meet the business's needs (1) as the online form ensures that *ADS Ltd* find out all the information (1) • To ensure clear and consistent communication between business customer and web designer (1) as allocating one web designer to each business ensures that they build a relationship with one person (1) • Ensuring the business customer gets what it wants/needs (1) by meeting to agree the brief the company can ensure it fully understands what the business customer requires (1) • Any adjustments can be made (1) because by sharing the initial designs with the business customer you can ensure it is satisfactory (1) • Reducing the risk of mistakes/misunderstandings/ making an efficient process (1) because the process involves few people (1) • The website meets requirements (1) because the final website is produced after the customer offers feedback (1) • The process in simple and straightforward (1) because few people are involved (1) • Avoids errors (1) by ensuring customers deal with fewer members of staff (1) Accept any other appropriate response.	**(2)**

Question Number	Answer	Mark
16b	Award **one** mark for the identification of a way and **one** mark for an appropriate linked expansion, up to a maximum **two** marks. • By organisation size/scale (1) some businesses may be well established and large in size and some may be start-ups, which will tend to be smaller in size/smaller businesses are more likely to use traditional marketing methods/need simpler websites (1) • By organisation scope (1) is about what the organisation does, for example the products the business sells (1) • By purpose of the business (1) for example for profit and not for profit (1) • By industry type (1) for example retail (1) • By budget size (1) knowing that charities may have a smaller budget (1) • By revenue/income (1) firms with higher revenue likely to have larger budget available (1) • Whether the business is online/has physical store only (1) as this determines likely requirements (1) • Types of business (1) for example hospital, school, company (1) • Types of product (1) so that appropriate web designers can be assigned (1) • Geographical segmentation (1) which is by the location of the business (1) • By ownership (1) sole traders may have limited staff and knowledge so requires ADS Ltd services (1) • Age of the business/new businesses/established businesses (1) may have differing needs for what needs sharing on the website (1)	**(2)**

	NB. Responses related to B2B should only be awarded. Accept any other appropriate response.	

Question Number	Answer	Mark
17	Award **one** mark for each appropriate identification of a role of market research, and **one** mark for an appropriate linked expansion for each one, up to a maximum of **four** marks. • To ensure it understood changes in the market/web design (1) so that it can offer businesses the latest products/website features (1) • To ensure it understood what its competitors were offering (1) to be able to follow trends and offer similar/ popular services offered by the competition/to develop new smartphone apps (1) • To ensure it understood the desirability of offering new products (1) to help boost sales revenue, which decreased/to develop new tablet apps (1) • To monitor changes over time/trends in the web design industry (1) in how people are accessing businesses' digital offerings/whether people are using standard websites (1) • To ensure *ADS Ltd* knows the size and structure of the web design market (1) to ensure the declining sales do not reflect a shrinking market (1) • To find out business customer needs and preferences (1) to try and improve revenue once again (1) • To improve sales revenue (1) by ensuring ADS Ltd offer products that meet customer needs/by understanding competitor strengths and replicating them (1) • To identify gaps in the market (1) that ADS could profitably fill (1) • To find out what is not working (1) as sales revenue growth has declined (1) Accept any other appropriate response.	**(4)**

Question Number	Indicative Content	Mark
18	Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but learners should be rewarded for other relevant answers. • A trade show is an exhibition where businesses from a particular industry promote their goods and services in order raise awareness and sales revenue • *WebSpo* will be attended by businesses in the technology and web design industries • Trade shows are normally associated with business to business (B2B) transactions so ADS will deal with businesses buying websites • *ADS Ltd* will meet other businesses in the same sector who may be able to offer services to *ADS Ltd*/who *ADS Ltd* may be able to provide its services to • Staff attending *WebSpo* will find out about new developments meaning the trade show acts as good professional development for staff, helping them offer better goods or services in future • *ADS Ltd* will be able to use a trade stand to demonstrate and answer questions on some of the websites and mobile apps it has developed. This should help persuade businesses to enquire about *ADS Ltd* developing websites • Awareness and sales revenue of *ADS Ltd* will increase • However *ADS Ltd* will need to pay to attend the event and will have additional costs associated with transport and accomodation for staff/preparation and set-up costs, which can be considerable in both	**(9)**

	monetary terms and in allocation of staff time • If the costs associated with attending are outweighed by the benefits in terms of orders for web design contracts then attending the trade show is sensible	

Mark scheme (award up to 9 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.

Level		**Descriptor**
Level 0	0 marks	No rewardable material.
Level 1	1-3marks	• Breaks the situation down into component parts and a few of the points made will be relevant to the context in the question. (AO3) • Demonstrates basic application of knowledge and understanding relevant to the context of the question. (AO2) • Displays a basic assessment which considers a few of the factors or events and their relative importance, leading to a conclusion which is superficial or unsupported. (AO4)
Level 2	4-6marks	• Breaks the situation down into component parts and some of the points made will be relevant to the context in the question. (AO3) • Demonstrates some application of knowledge and understanding relevant to the context of the question. (AO2) • Displays a partially developed assessment which considers some of the factors or events and their relative importance leading to a partially supported conclusion where needed. (AO4)
Level 3	7-9marks	• Breaks the situation down into component parts and most of the points made will be relevant to the context in the question. (AO3) • Demonstrates mostly accurate and detailed application of knowledge and understanding relevant to the context of the question. (AO2) • Displays a well-developed and logical assessment which clearly considers the factors or events and their relative importance leading to a supported conclusion where needed. (AO4)

Section C

Question Number	Answer	Mark
19	D – A consumer	**(1)**

Question Number	Answer	Mark
20	Award **one** mark for the identification of a relevant marketing objective. • Improve customer satisfaction (1) • Increase sales/market share (1) • Increase revenue (1) • Break even (1) • Build/increase brand awareness and loyalty (1) • Develop/launch new goods and services (1) • Customer retention (1) • Acquire new customers (1) • Enter new market in terms of B2C (1) • Understand the wants, needs and aspirations of customers (1) • Gain an advantage over competitors by creating meat-tasting burgers and pizza (1) • Change buying behaviour (1) • Sell products through supermarkets (1) Accept any other appropriate response. This may be presented as a SMART marketing objective and should be rewarded.	**(1)**

Question Number	Answer	Mark
21	Award **one** mark for the identification of each example. • Branding/logo/symbol on packaging (1) • Colour scheme used in packaging (1) • Images of Taste-v Burger/Pizza (1) • Displays in store where product presented (1) Accept any other appropriate response.	**(1)**

Question Number	Answer	Mark
22	Award **one** mark for the identification of the importance and **one** mark for an appropriate linked expansion, up to a maximum **two** marks. • Qualitative data helps *Taste-v* identify why customers like/ dislike the product (1) so that *Taste-v* can make changes to ensure it meets their needs (1) • Through the focus group *Taste-v* can find out if the taste is meat like (1) and if the focus group wants it changing to taste more like meat (1) • Find out the preferences of customers (1) in terms of the taste/flavour/texture (1) No reward for definition of qualitative data Accept any other appropriate response.	**(2)**

Question Number	Answer	Mark
23a	Award **one** mark for the identification of a way and **one** mark for an appropriate linked expansion, up to a maximum **two** marks. • Lack of financial resources (1) means *Taste-v* is unable to conduct complex research as it cannot afford to do so (1) • Lack of non-financial resources (1) such as the number of staff/time to be able to complete research (1) • *Taste-v* may lack staff with skills to conduct the research (1) meaning the results obtained may be unreliable or inaccurate (1) • *Taste-v* may lack the technology/digital capabilities (1) to be able to present the results ready for analysis (1) • Employees may be vegan/not vegan (1) meaning they may generate biased/ unreliable results (1) • Not enough money (1) so cannot meet its research objectives (1) • Skilled employees (1) will ensure research is completed appropriately (1) • Available funds (1) ensure Taste-V can afford more expensive methods/focus groups (1) • Lack of equipment (1) which makes it difficult to collate results (1) • Have enough time (1) enabling them to plan and complete research (1) Accept any other appropriate response.	**(2)**

Question Number	Indicative Content	Mark
23b	Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but learners should be rewarded for other relevant answers. SWOT analysis involves looking at strengths, weaknesses, opportunities and threats. Includes analysis of internal (SW) and external environment (OT) **Advantages** • Know the strengths of Taste-v to highlight in advertising. This might come from information provided by the focus group in terms of what they like about the taste/ know that Taste-v provides vegan food, which tends to produce lower carbon emissions • Know the opportunities that exist in the external environment so as to exploit them. Such as the growth in the popularity of veganism that can be the focus of advertising/meat producing competitors will contribute more to carbon emissions so Taste-v can highlight lower emissions • Know the weaknesses of Taste-v to be able to make improvements on this before product launch • Know the threats that exist in the external environment and minimise their impact on Taste-v. For example, businesses focused on meat-based products are now diversifying into vegan products. Taste-v can focus on its complete commitment to vegan in its advertising **Disadvantages** • Whilst all aspects of SWOT help inform and improve the marketing of Taste-V, they will need to be completed regularly as the external environment is so dynamic • Amelia is new to business and may be inexperienced in conducting SWOT analysis/lack objectivity meaning the analysis is less helpful • There may be information overload for Taste-V which are a new start up business. There are so many possible strengths/weaknesses/ opportunities/ threats that need analysis • It is time-consuming and this time may be better spent improving other aspects of Taste-V such as developing other vegan products	**(6)**

	• It does not give ways to tackle the issues raised in the SWOT analysis and its staff might know how to tackle them Conclusion • SWOT analysis should be used in conjunction with other research tools in order to make the best decisions rather than being used in isolation	

Mark scheme (award up to 6 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.

Level		**Descriptor**
Level 0	0 marks	No rewardable material.
Level 1	1–2 marks	• Breaks the situation down into component parts and a few of the points made will be relevant to the context in the question. (AO3) • Demonstrates basic application of knowledge and understanding relevant to the context of the question. (AO2)
Level 2	3–4 marks	• Breaks the situation down into component parts and some of the points made will be relevant to the context in the question. (AO3) • Demonstrates some application of knowledge and understanding relevant to the context of the question. (AO2)
Level 3	5–6 marks	• Breaks the situation down into component parts and most of the points made will be relevant to the context in the question. (AO3) • Demonstrates mostly accurate and detailed application of knowledge and understanding relevant to the context of the question. (AO2)

Question Number	Indicative Content	Mark
24	Answers will be credited according to the learner's demonstration of knowledge and understanding of the material, using the indicative content and levels descriptors below. The indicative content that follows is not prescriptive. Answers may cover some or all of the indicative content but learners should be rewarded for other relevant answers. **Penetration pricing** – low price to get people to trial the product and then gradual increase in price. **Advantages** • The lower initial price may encourage more people to trial the new vegan pizza • The hope is they will like/become loyal to the vegan pizza and continue to buy later as price rises • Helps increase sales to improve revenues for Taste-V, at a time when high development costs have been experienced in developing the pizza **Disadvantages** • Low profit margins may be earned on each pizza sold when introduced • People may stop buying as the price rises and substitute to competitors' pizza • Taste-V will struggle to get a reputation as a premium business with the low price set intially **Premium pricing** – keeping a high price to create a perception of quality. **Advantages** • High profit margins can be earned on each pizza sold • Product development costs can be recovered more quickly with the higher price • Taste-V can earn a reputation as a high quality producer through the association with higher pricing • The high price reflects the high quality vegan ingredients included • Being a business offering a unique selling point in terms of a	**(12)**

	lower carbon footprint will justify the charging of the high price **Disdvantages** • Consumers will wait in the hope that the price falls before buying the pizza • Consumers will not be able to afford the pizza at the higher price • Vegan consumers may feel exploited by the high price for the pizza • If the price is perceived to be higher than the quality of the pizza suggests, then customers may be unhappy **Conclusion** • If creating a premium or high quality brand, it is important that premium pricing is used. The USP in terms of meat-tasting vegan products and benefits of being made by the company owned by an award winning chef justify this premium price. • If wanting to boost the numbers eating vegan foods then the penetration pricing will help increase sales in the market and persuade more to buy vegan long term as the taste is good. Later increases in price when people become regular buyers will boost revenue.	

Mark scheme (award up to 12 marks) refer to the guidance on the cover of this document for how to apply levels-based mark schemes*.

Level		**Descriptor**
Level 0	0 marks	No rewardable material.
Level 1	1-4marks	• Breaks the situation down into component parts and a few of the points made will be relevant to the context in the question. (AO3) • Demonstrates basic application of knowledge and understanding relevant to the context of the question. (AO2) • Displays a basic evaluation which considers a few of the different factors/events and competing points, leading to a conclusion which is superficial or unsupported. (AO4)
Level 2	5–9 marks	• Breaks the situation down into component parts and some of the points made will be relevant to the context in the question. (AO3)

		• Demonstrates some application of knowledge and understanding relevant to the context of the question. (AO2) • Displays a partially developed evaluation which considers some of the different factors/events and competing points, leading to a conclusion that is partially supported. (AO4)
Level 3	10–12 marks	• Breaks the situation down into component parts and most of the points made will be relevant to the context in the question. (AO3) • Demonstrates mostly accurate and detailed application of knowledge and understanding relevant to the context of the question. (AO2) • Displays a well-developed and logical evaluation which clearly considers the different factors/events and competing points in detail, leading to a conclusion that is well supported. (AO4)

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